

SENATE JOINT RESOLUTION 165

By Burchett

A RESOLUTION to honor and congratulate Bruce Hartmann on being named the 2007-2008 Outstanding Marketing Professional by the Knoxville Chapter of the American Marketing Association.

WHEREAS, it is fitting that the members of this General Assembly should salute those Tennessee citizens, who through their extraordinary professional efforts, have distinguished themselves as leaders in their respective fields of business; and

WHEREAS, one such noteworthy person is Bruce Hartmann, who has recently been named the 2007-2008 Outstanding Marketing Professional by the Knoxville Chapter of the American Marketing Association (KAMA); and

WHEREAS, this honor is awarded annually to a Knoxville area marketing practitioner whose career has promoted ethical and professional practices; each year, KAMA's annual Outstanding Marketing Student Scholarship bears the name of that year's award recipient; and

WHEREAS, the Outstanding Marketing Professional must have made significant contributions to the visibility, viability, and credibility of the profession over a career of at least twenty years in length, and this career must also be distinguished by the highest ethical standards and a dedication to professional education; and

WHEREAS, over the past nine years, Mr. Hartmann has served the E. W. Scripps Company in a number of capacities, most recently as Group Publisher, overseeing the operations of KNS Media Group, the *Knoxville News Sentinel*, and a number of other publications in Tennessee and South Carolina; and

WHEREAS, before his promotion to Group Publisher in 2008, Bruce Hartmann served as President and Publisher of the *News Sentinel* for ten years, in which capacity he managed and directed a fifty-million-dollar building project at the paper; and

WHEREAS, as General Manager from 1993 to 1998, Mr. Hartmann directed the paper's day-to-day operations, managed its budget and strategic plan, and served as its representative in the business community and Knoxville generally; and

WHEREAS, first hired to work at the *Knoxville News Sentinel* in 1990, he served as Advertising Director for three years, utilizing his estimable skills and deep knowledge in the tasks of generating advertising revenue and managing one of the paper's most important departments; and

WHEREAS, Bruce Hartmann had already amassed an impressive resume before he came to the *News Sentinel*; in the 1980s, he worked in advertising at newspapers in Lowell, Massachusetts, Buffalo, New York, Nashua, New Hampshire, and Baltimore, Maryland; and

WHEREAS, he began his formal higher education at the University of West Virginia, where he earned a Bachelor of Science in Journalism in 1979; he also completed Northwestern University's Executive Management Development Program in 1994; and

WHEREAS, in addition to his professional work for the E. W. Scripps Company, Bruce Hartmann still finds time to lend his talents to many notable community causes and organizations; as President of the Knoxville Chamber Partnership, he led a highly successful twelve-and-one-half-million-dollar United Way campaign in 2006; and

WHEREAS, Mr. Hartmann oversaw the twenty-five-million-dollar restoration of the Historic Tennessee Theater on Gay Street in Knoxville, and he has also served as the President of the Historic Tennessee Theater Foundation Board; and

WHEREAS, he is a 1995 graduate of Leadership Knoxville as well; and

WHEREAS, Bruce Hartmann is most grateful for the love and companionship of his wife, Tami, with whom he has three children: Melissa, Jacquelyn, and Brian; and

WHEREAS, Mr. Hartmann exemplifies the spirit and commitment that are characteristic of a true Tennessean, and he should be duly recognized; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED SIXTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we hereby honor and congratulate Bruce Hartmann on being named the

2007-2008 Outstanding Marketing Professional by the Knoxville Chapter of the American Marketing Association and extend to him our best wishes for every future success.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.